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dribbble @pree_png

experience

IBM, UX Designer, Cloud DevX/Ops

Oct2018-present

Researching and designing a unified, end-to-end experience for enterprise development teams seeking to build, track, and deploy code into IBM Cloud computing instances.

Working strategically with researchers to identify user needs and validate prototypes, and in tandem with development teams/product owners to implement designs and design system.

Key points: unification, enterprise software, design strategy, research, development, prototyping, design system, project management

IBM, UX Designer, Cloud Infrastructure

Jul2017-Oct2018

Led the redesign of an existing purchasing and management experience for cloud infrastructure buyers and end-users consuming virtual machines and bare metal servers.

Advocated for new features to product owners, contributed to the team's workflows and design system, and casted vision for the future of the products.

Key points: redesign, UX audit, cloud compute provisioning, design strategy, vision work, research, development, prototyping, design system, project management

SapientRazorfish, UX Designer

Jan2017-Jul2017

Client: Citi Bank

Contributed to the experience design system of Citi Bank's commercial and consumer credit card services, online portal. Of 50+ retail partners, was responsible for: Best Buy, Brooks Brothers, Costco, Home Depot, Home Depot Canada, Office Max, Shell, and more.

Sprinklr, Marketing Consultant

Aug2015-Jul2016

Created a detailed social media marketing plan for prospective clients interested in understanding trends and forecasts in consumer behavior. Identified the companies' target market and help position their products in a way that supported their engagement and conversion KPIs.

education

General Assembly,
UX Design
Sep2016-Nov2017

Rutgers University, NJ
B.A. Art History, Anthropology
2008-2012

skills/tools

Design strategy
User research
Wireframing
Prototyping
Project management

Art direction
Design facilitation
Adobe Illustrator
Adobe Photoshop
Adobe InDesign

Sketch
InVision
Keynote
HTML/CSS
Webflow